

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



craw clarendon book

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	1- 3/32	1-41/64	2- 3/16	3- 9/32	4- 3/8	6-9/16	8-3/4	11-15/16	13-1/8	15- 5/16	17-1/2	19-11/16	22-5/8	26-1/4
Width of stroke, caps	11/64	17/64	11/32	33/64	11/16	1-1/32	1-3/8	1-22/32	2-1/16	2-13/16	2-3/4	3- 3/32	3-7/16	4-1/8
Depth	3/16	1/4	5/16	3/8	1/2	1/2	3/4	3/4	3/4	1	1	1- 1/4	1-1/4	1-1/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmno
 pqrstuvwxyz 1234567890 &

craw clarendon condensed

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	11/16	1-5/16	1- 3/8	2- 1/16	2- 3/4	4-1/8	5-1/2	6-7/8	8-1/4	9- 5/8	11	12- 3/8	13-3/4	16-1/2
Width of stroke, caps	13/64	5/16	13/32	39/64	13/16	1-7/32	1-5/8	2-1/32	2-7/16	2-27/32	3-1/4	3-21/32	4-1/16	4-7/8
Depth	3/16	1/4	5/16	3/8	1/2	1/2	3/4	3/4	3/4	1	1	1- 1/4	1-1/4	1-1/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 &

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In this variation of Craw Clarendon, the letter outlines are raised and the faces are recessed. Raised areas are satin finished while the recessed faces may be enameled in any of the standard colors. Craw Clarendon Profile letters are available in capitals and numerals only.

craw clarendon profile

Size	1-1/2	2	3	4	6	8	10	12
Average width	2	3	4	5	8	10	13	16
Width of stroke (broad)	3/8	1/2	3/4	1	1-1/2	2	2-1/2	3
(narrow)	3/16	1/4	3/8	1/2	3/4	1	1-1/4	1-3/4
Depth	1/4	5/16	5/16	1/2	1/2	3/4	3/4	3/4

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

deep ribbon

Size	2	4	6	8	10	12
Average width	1-3/4	2-3/4	4-1/8	5-1/8	7	8
Width of stroke	3/16	1/2	1/2	3/4	3/4	3/4
Depth	3/4	1	1-1/2	1-7/8	2	2-1/4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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cast metal letters

SPECIFICATIONS



GENERAL

General:

- Provide metal letters as manufactured by Philadelphia Enameling Works.

HOW TO ORDER LETTERS

LETTERS When ordering, be sure to give complete information:

Copy:	Metal:
Style:	Finish:
Height:	Color (if baked enamel finish):
Stroke:	Type of Mounting:
Depth:	

If specially matched colors are being ordered, be sure to attach a sizable sample of color desired.

PRODUCTS

Materials and Construction:

a. Cast Metals:

- General:** Metal shall be free of all porosity and with sharp corners, flat faces and accurate profiles, remove burrs and rough spots. Belt polish all faces to uniform high lustre finish. Sides shall be filed smooth with all tool marks removed by fine abrasive grain air blasting. Each letter shall be cleaned ultrasonically in a special degreasing bath using high frequency sound waves. Skin package all letters to protect them until installation. **Skin packaging available up to 14"x 18".**
- Bronze:** Metal shall be solid bronze, cast of certified copper-tin-zinc 85-5-5-5 alloy using only virgin ingots (no scrap permitted). Metal shall conform to industry standards.
- Aluminum:** Metal shall be solid aluminum, cast of certified Aluminum Association's alloy designation B443.0 (formerly Alloy 43), conforming to Federal Specifications QQ-A601d or QQ-A-596d. Where anodic coatings are specified, alloy shall conform to Aluminum Association's alloy designation 514.0 or A514.0 (formerly 214sA214 respectively).

- Letter Style:** Select from 35 styles shown in this section.

c. Dimensions



Dimensions of letters shall be:

- Capital height size(s):
- Average width of stroke:
- Average width of letter:
- Depth:

d. Finish

- All finishes (except chrome plate bronze and enamel colored or anodized aluminum) shall be protected with Philadelphia Enameling Works exclusive protective coating developed by the Battelle Institute.

- General.** All letters shall be mechanically sanded, etched, and degreased prior to receiving finish. Finish shall be

Select from a through h:

- satin bronze. (Vertical) (Horizontal) grain lines. Conforming to NAAMM M-42-M31-311-060.
- polished bronze. Buffed to high glass. Conforming to NAAMM M-42-M21-C11-060.
- oxidized bronze. (Light) (Medium) (Deep) brown statuary. Conforming to NAAMM M42-C55-060.
- Chrome plate bronze.
 - polished chrome plate bronze. Silver color buffed to a mirror-like finish.
 - satin chrome plate bronze. Silver color. (Vertical) (Horizontal) fine grain lines.
- satin aluminum. (Vertical) (Horizontal) grain lines. Conforming to AA M42-M31-R10.
- polished aluminum. Buffed to high gloss. Sizes 4 inches and under (and all sizes of Prismatic) shall conform to AA M42-M21-R10; over 4 inches shall conform to AA M42-M22-R10.
- anodic coating. (Clear) (Colored) anodic coating shall conform to the Aluminum Association's finishes specifications, (clear A31) (colored A32 Dark (colored A32 Black).

Colored anodic finishes, available as special finishes on aluminum letters, are subject to considerable color variation. Alcoa states in its Aluminum in Architecture brochure that "perfect color match is impractical in production"; color variation between letters (as well as within the same letter) is possible. Enamel colors simulating earth tones are strongly suggested in lieu of anodic finishes.

- enamel finish. Immerse in hot alkaline cleaner to remove contamination and oxidation; apply prime coat to improve paint adhesion and inhibit corrosion (Mil-C-5541), then enamel with conventional enamels by spray application. Enamel finish color shall be Select: Refer to Color Chart in this section.

e. Mount

1. Cast letter mounts

flush mount	projected mount
FM-1.	PM-2.
back bar mount	free-standing mount
BB-3	FS-4.

For detailed drawings of each mount refer to page 20 in this section.

EXECUTION

a. Installation

Install units plumb and level, in locations and mountings as shown. Securely attach to supporting structure with concealed fasteners, in accordance with Manufacturer's instructions. Each word shall be furnished with "Tuff-Bond" cement adhesive, and threaded stud hardware, where applicable.

b. Cleaning and protection

At completion of installation, clean all surfaces in accordance with Manufacturer's instructions. Protect units from damage until acceptance by the Architect.

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americana

Size	1	1- 1/2	2	3	4	6	8	10	12	14	16
Average width	1-1/4	1-11/16	2-1/2	3-3/4	5	7-1/2	10	12- 1/2	15	17- 1/2	20
Width of stroke (broad)	1/8	3/16	1/4	3/8	1/2	3/4	1	1- 1/4	1-1/2	1- 3/4	2
(narrow)	3/64	1/16	3/32	1/8	3/16	1/4	3/8	15/32	1/2	21/32	3/4
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZ abcdefghijklmn
 opqrstuvwxyz 1234567890 &

craw clarendon

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	1-1/8	1-3/16	2-1/4	3-1/4	4-1/2	6-1/2	9	11-1/4	13	15-3/4	18	20-1/4	22-1/2	26
Width of stroke, caps	1/4	3/8	1/2	3/4	1	1-1/2	2	2-1/2	3	3-1/2	4	4-1/2	5	6
Depth	3/16	1/4	5/16	3/8	1/2	1/2	3/4	3/4	3/4	1	1	1-1/4	1-1/4	1-1/2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 STUVWXYZ
 abcdefghijklmnoprstuvw
 yz 1234567890 &

philadelphia enameling works.

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SPECIFICATIONS



GENERAL

General:

- a. Provide metal letters as manufactured by Philadelphia Enameling Works.

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Copy:	Metal:
Style:	Finish:
Height:	Color (if baked enamel finish):
Stroke:	Type of Mounting:
Depth:	

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Skin packaging available up to 14"x 18".
2. **Bronze:** Metal shall be solid bronze, cast of certified copper-tin-zinc 85-5-5-5 alloy using only virgin ingots (no scrap permitted). Metal shall conform to industry standards.
3. **Aluminum:** Metal shall be solid aluminum, cast of certified Aluminum Association's alloy designation B443.0 (formerly Alloy 43), conforming to Federal Specifications QQ-A601d or QQ-A-596d. Where anodic coatings are specified, alloy shall conform to Aluminum Association's alloy designation 514.0 or A514.0 (formerly 214sA214 respectively).

- b. **Letter Style:** Select from 35 styles shown in this section.

c. Dimensions



Dimensions of letters shall be:

1. Capital height size(s):
2. Average width of stroke:
3. Average width of letter:
4. Depth:

d. Finish

- a. All finishes (except chrome plate bronze and enamel colored or anodized aluminum) shall be protected with Philadelphia Enameling Works exclusive protective coating developed by the Battelle Institute.

1. **General.** All letters shall be mechanically sanded, etched, and degreased prior to receiving finish. Finish shall be

Select from a through h:

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- b. polished bronze. Buffed to high glass. Conforming to NAAMM M-42-M21-C11-060.
- c. oxidized bronze. (Light) (Medium) (Deep) brown statuary. Conforming to NAAMM M42-C55-060.
- d. Chrome plate bronze.
 1. polished chrome plate bronze. Silver color buffed to a mirror-like finish.
 2. satin chrome plate bronze. Silver color. (Vertical) (Horizontal) fine grain lines.
- e. satin aluminum. (Vertical) (Horizontal) grain lines. Conforming to AA M42-M31-R10.
- f. polished aluminum. Buffed to high gloss. Sizes 4 inches and under (and all sizes of Prismatic) shall conform to AA M42-M21-R10; over 4 inches shall conform to AA M42-M22-R10.
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- h. enamel finish. Immerse in hot alkaline cleaner to remove contamination and oxidation; apply prime coat to improve paint adhesion and inhibit corrosion (Mil-C-5541), then enamel with conventional enamels by spray application. Enamel finish color shall be Select: Refer to Color Chart in this section.

e. Mount

1. Cast letter mounts

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b. Cleaning and protection

At completion of installation, clean all surfaces in accordance with Manufacturer's instructions. Protect units from damage until acceptance by the Architect.

philadelphia enameling works, inc.

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folio medium extended

Size	1	1-1/2	2	3	4	6	8	10	12	14	16
Average width	3/4	1-1/8	1-1/2	2-1/4	3	4-1/2	6	7-1/2	9	10-3/4	12
Width of stroke	3/16	5/16	7/16	5/8	13/16	1-1/4	1-5/8	2	2-1/2	2-7/8	3-1/4
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	1/2	1/2	3/4	3/4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &

futura

Size	1	1-1/2	2	3	4	5	6	8	10	12
Average width	3/4	1-1/8	1-1/2	2-1/4	3	4	4-1/2	6	8	9
Width of stroke	5/32	3/16	9/32	1/2	11/16	7/8	1	1-1/4	1-1/2	2
Depth	5/32	3/16	9/32	1/2	11/16	7/8	1	1-1/4	1-1/2	2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&

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cast metal letters

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garamond regular

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	31/32	1-29/64	1-15/16	2-29/32	3-7/8	5-13/16	7-3/4	9-11/16	11-5/8	13-9/16	15-1/2	17-7/16	19-3/8	23-1/4
Width of stroke, caps	1/8	3/16	1/4	3/8	1/2	3/4	1	1-1/4	1-1/2	1-3/4	2	2-1/4	2-1/2	3
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 WXYZ 1234567890 &
 abcdefghijklmnopqrstuvwxyz

garamond bold

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Width of stroke, caps	11/64	17/64	11/32	33/64	11/16	1-1/32	1-3/8	1-23/32	2-1/16	2-13/16	2-3/4	3-3/32	3-7/16	4-1/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 UVWXYZ 1234567890 &
 abcdefghijklmnopqrstuvwxyz

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cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



gothic

Size	2	3	4	5	6	8	10	12	18
Average width	1-1/2	2-1/2	3-1/4	4	5	6-1/2	8-1/2	10	15
Width of stroke	7/16	5/8	3/4	1	1-1/8	1-1/2	1-7/8	2-1/4	3-1/2
Depth	1/2	1/2	1/2	3/4	1	1-1/4	1-1/2	1-3/4	2-1/2

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z &

gothic block

Size	1/4	1/2	1	1-1/4	1-1/2	1-3/4	2	2-1/2	3	4	5	6	8	10	12	14
Average width	1/4	13/32	3/4	1	1-1/4	1-13/32	1-9/16	2	2-3/8	3-5/16	4-5/32	5	6-21/32	8-5/16	10	12
Width of stroke	1/32	1/16	5/32	5/32	3/16	1/4	9/32	3/8	1/2	11/16	7/8	1-1/16	1-7/16	1-13/16	2-3/16	2-5/16
Depth	3/32	3/32	3/32	3/32	3/32	3/32	3/32	1/4	1/4	1/4	1/4	1/4	3/8	3/8	3/8	1/2

Also available in sizes: 5/16, 3/8, 5/8, 3/4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

philadelphia enameling works. 

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helvetica medium

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	55/64	1-19/64	1-23/32	2-43/64	3- 7/16	5-11/32	6-7/8	8-19/32	10-11/16	12- 1/32	13-3/4	15-15/32	17-3/16	21-3/8
Width of stroke, caps	13/64	5/16	13/32	39/64	13/16	1- 7/32	1-5/8	2- 1/32	2- 7/16	2-27/32	3-1/4	3-21/32	4-1/16	4-7/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	1/2	1/2	3/4	3/4	1	1-1/4	1-1/2

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z 1 2 3 4 5 6 7 8 9 0 &
a b c d e f g h i j k l m n o p q r s t u v w x y z

helvetica regular

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	7/8	1-5/16	1-3/4	2- 5/8	3-1/2	5- 1/4	7	8- 3/4	10- 1/2	12- 1/4	14	15- 3/4	17- 1/2	21
Width of stroke, caps	9/64	7/32	9/32	27/64	9/16	27/32	1-1/8	1-13/32	1-11/16	1-31/32	2-1/4	2-17/32	2-13/16	3-3/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	1/2	1/2	3/4	3/4	1	1- 1/4	1-1/2

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z 1 2 3 4 5 6 7 8 9 0 &
a b c d e f g h i j k l m n o p q r s t u v w x y z

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The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



hellenic

Size	1	2	3
Width of stroke	3/16	5/16	13/16
Average width	3-1/2 W 2-1/2 M 2 AHKNRUVXY 1-3/4 BCDEFGLOPQST&04 1-1/2 ZJ2356789 1 l1	6-3/4 W 4-7/8 M 4-1/2 AHKNRUVXY 3-3/4 BCDEFGLOPQST&04 2-3/4 ZJ2356789 2 l1	10-1/4 W 7-3/8 M 6-7/8 AHKNRUVXY 5-3/4 BCDEFGLOPQST&04 4-7/8 ZJ2356789 4-1/3 l1
Depth	3/16	5/16	3/8

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

jay gothic

Size	1	1-1/2	2	3	4	6	8	10	12	14	16
Average width	3/8	5/8	3/4	1-1/8	1-1/2	2-1/4	3	3- 3/4	4-1/2	5-1/4	6
Width of stroke	3/32	5/32	3/16	5/16	3/8	5/8	3/4	15/16	1-1/4	1-5/16	1-1/2
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	3/4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

philadelphia enameling works. 

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



kabel

Size	1	1- 1/2	2	3	4	6	8	10	12	14	16
Average width	25/32	1-11/64	1-9/16	2-11/32	3-1/8	4-11/16	6-1/4	7-13/16	9-3/8	10-15/16	12-1/2
Width of stroke	1/8	3/16	1/4	3/8	1/2	3/4	1	1- 1/4	1-1/2	1- 3/4	2
Depth	1/4	1/4	1/4	3/8	3/8	1/2	1/2	1/2	3/4	3/4	3/4

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

massive block

Size	1	1-1/2	2	2-1/2	3	4	5	6	8	10	12
Average width	3/4	1-1/8	1-1/2	2	2-1/4	3	4	4-1/2	6	8	9
Width of stroke	5/32	3/16	9/32	3/8	1/2	11/16	7/8	1	1-1/4	1-1/2	2
Depth	5/32	3/16	9/32	3/8	1/2	11/16	7/8	1	1-1/4	1-1/2	2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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microgramma extended

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	1-3/16	1-25/32	2-3/8	3-9/16	4-3/4	7-1/8	9-1/2	11-7/8	14-1/4	16-5/8	19	21-3/8	23-3/4	28-1/2
Width of stroke, caps	1/8	3/16	1/4	3/8	1/2	3/4	1	1-1/4	1-1/2	1-3/4	2	2-1/4	2-1/2	3
Depth	1/4	1/4	1/4	1/4	3/8	3/8	3/8	1/2	1/2	3/4	3/4	1	1-1/4	1-1/2

ABCDEFGHI
 JKLMNOPQRSTUVWXYZ
 abcdefghijklmnopprstuv
 wxyz 1234567890 &

microgramma bold extended

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	1-5/16	1-31/32	2-5/8	3-15/16	5-1/4	7-7/8	10-1/2	13-1/8	15-3/4	18-3/8	21	23-5/8	26-1/4	31-1/2
Width of stroke, caps	5/16	1/2	41/64	61/64	1-9/32	1-59/64	2-9/16	3-13/64	3-27/32	4-31/64	5-1/8	5-49/64	6-13/32	7-11/16
Depth	1/4	1/4	1/4	1/4	3/8	3/8	3/8	1/2	1/2	3/4	3/4	1	1-1/4	1-1/2

ABCDEFGHIJKLMNO P Q
RSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz 1234567890 &

philadelphia enameling works. &

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The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



moderne

Size	1	2	3	4	6	8	10	12	14	16
Average width	3/8	3/4	1-1/8	1-1/2	2-1/4	3	3-3/4	4-1/2	5-1/4	6
Width of stroke	1/16	1/8	3/16	1/4	3/8	1/2	5/8	3/4	7/8	1
Depth	3/16	5/16	5/16	5/16	3/4	3/4	3/4	1	1	1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

mohawk

Size	1	1-1/2	2	3	4	6	8	10	12	14	16
Average width	15/16	1-1/2	1-7/8	2-13/16	3-3/4	5-5/8	7-1/2	9-3/8	11-1/4	13-1/8	15
Width of stroke	5/32	3/16	5/16	3/8	5/8	3/4	1-1/4	1-9/16	1-1/2	2-3/16	2-1/2
Depth	1/4	1/4	1/4	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

philadelphia enameling works. 

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



optima

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	51/64	1- 3/16	1-37/64	2-25/64	3-5/32	4-25/32	6-5/16	7-57/64	9-9/16	11- 3/64	12-5/8	14-13/64	15-25/32	19-1/8
Width of stroke, caps	7/64	11/64	7/32	21/64	7/16	21/32	7/8	1- 3/32	1-5/16	1-17/32	1-3/4	1-31/32	2- 3/16	2-5/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 &

optima semi-bold

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	13/16	1- 7/32	1- 5/8	2- 7/16	3- 1/4	4- 7/8	6-1/2	8- 1/8	9- 3/4	11-3/8	13	14-5/8	16- 1/4	19-1/2
Width of stroke, caps	15/64	11/32	15/32	45/64	15/16	1-13/32	1-7/8	2-11/32	2-13/16	3-9/32	3-3/4	4-7/32	4-11/16	5-5/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 &

philadelphia enameling works. inc.

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



palatino

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	59/64	1- 3/8	1-53/64	2-49/64	3-21/32	5-17/32	7-5/16	9-9/64	11-1/16	12-51/64	14-5/8	16-29/64	18-9/32	22-1/8
Width of stroke, caps	7/64	11/64	7/32	21/64	7/16	21/32	7/8	1-3/32	1-5/16	1-17/32	1-3/4	1-31/32	2-3/16	2-5/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 1 2 3 4 5 6 7 8 9 0 &
a b c d e f g h i j k l m n o p q r s t u v w x y z

palatino semi-bold

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	59/64	1-3/8	1-27/32	2-49/64	3-11/16	5-17/32	7-3/8	9-7/32	11-1/16	12-29/32	14-3/4	16-19/32	18-7/16	22-1/8
Width of stroke, caps	13/64	5/16	13/32	39/64	13/16	1- 7/32	1-5/8	2-1/32	2-7/16	2-27/32	3-1/4	3-21/32	4-1/16	4-7/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 &
a b c d e f g h i j k l m n o p q r s t u v w x y z

philadelphia enameling works. 

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



prismatic

Size	1-1/2	2	3	3-1/2	4	4-1/2	5	5- 1/2	6	7	8	9	10	12	14
Average width	1-3/8	1-3/4	2-5/8	2-7/8	3-1/4	3-1/2	3-3/4	4- 1/8	4- 1/2	5- 3/8	6	7	7-1/4	9-1/2	10-1/2
Width of stroke	9/32	3/8	7/16	7/16	1/2	9/16	5/8	11/16	3/4	13/16	1	1	1-1/8	1-1/4	1-3/8
Depth	1/4	1/4	5/16	5/16	5/16	3/8	3/8	3/8	11/32	13/32	7/16	7/16	7/16	5/8	5/8

Also available in sizes: 1-3/8, 1-3/4, 2-1/2

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

roman classic

Size	1-1/2	1-3/4	2	2- 1/2	3	3-1/2	4	4-1/2	5	5- 1/2	6	7	8	9	10	12
Average width	1-3/16	1-9/32	1-9/16	1-27/32	2-3/16	2-7/8	3-1/4	3-1/2	3-3/4	4- 1/8	4-1/2	5- 3/8	6	7	7-1/4	9-1/2
Width of stroke	3/16	7/32	1/4	9/32	3/8	7/16	1/2	9/16	5/8	11/16	3/4	13/16	1	1-1/16	1-1/8	1-1/4
Depth	1/8	1/8	1/8	1/8	1/8	5/16	5/16	3/8	3/8	3/8	7/16	7/16	7/16	7/16	7/16	1/2

Also available in sizes: 1/4, 5/16, 3/8, 1/2, 5/8, 3/4, 7/8, 1, 1-1/4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

philadelphia enameling works. inc.

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



runic

Size	1/4	3/8	1/2	5/8	3/4	1	1- 1/4	1-1/2	1-3/4	2	2-1/4	2-1/2	2-3/4	3	3-1/2	
Average width	9/32	5/16	15/32	1/2	9/16	25/32	29/32	1-3/32	1-3/8	1-1/2	1-9/16	1-5/8	1-3/4	1-27/32	2-3/16	2- 1/2
Width of stroke	1/16	1/16	1/16	1/16	3/32	5/32	5/32	3/16	3/16	7/32	1/4	9/32	9/32	5/16	5/16	11/32
Depth	3/32	3/32	3/32	3/32	3/32	3/32	1/8	1/8	1/8	1/8	1/8	1/8	1/8	5/32	3/16	3/16

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

sans serif

Size	3/4	1	1- 1/2	2	2-1/2	3	4	5	6	8	10	12	14
Average width	1/2	19/32	27/32	1- 9/16	1-3/4	2	2- 5/8	3- 5/16	4	5-5/16	6-3/8	8	10-1/2
Width of stroke	1/16	3/32	1/8	7/32	1/4	9/32	5/16	1/32	3/8	3/32	7/16	15/32	1/2
Depth	3/16	7/32	9/32	13/32	1/2	9/16	11/16	13/16	1	1-1/4	1-1/2	1- 3/4	2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

philadelphia enameling works. &

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



stymie light

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	27/32	1-17/64	1-11/16	2-17/32	3-3/8	5- 1/16	6-3/4	8- 7/16	10- 1/8	11-13/16	13-1/2	15- 3/16	16- 7/8	20- 1/4
Width of stroke, caps	5/64	7/64	9/64	7/32	9/32	27/64	9/16	45/64	27/32	63/64	1-1/8	1-17/64	1-13/32	1-11/16
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 &

stymie medium

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	57/64	1-11/32	1-25/32	2-43/64	3- 9/16	5-11/32	7-1/8	8-29/32	10-11/16	12-15/32	14-1/4	16- 1/32	17-13/16	21-3/8
Width of stroke, caps	9/64	13/64	17/64	13/32	17/32	51/64	1-1/16	1-21/64	1-19/32	1-55/64	2-1/8	2-25/64	2-21/32	3-3/16
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 XYZ 1234567890 &
 abcdefghijklmnopqrstuvwxyz

philadelphia enameling works. 

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



univers 55

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	27/32	1-17/64	1-11/16	2-17/32	3-3/8	5-1/16	6-3/4	8- 7/16	10- 1/8	11-13/16	13-1/2	15- 3/16	16- 7/8	20-1/4
Width of stroke, caps	9/64	7/32	9/32	27/64	9/16	27/32	1-1/8	1-13/32	1-11/16	1-31/32	2-1/4	2-17/32	2-13/16	3-3/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

univers 65

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	57/64	1-11/32	1-51/64	2-43/64	3-19/32	5-11/32	7-3/16	8-63/64	10-11/16	12-37/64	14-3/8	16-11/64	17-31/32	21-3/8
Width of stroke, caps	13/64	5/16	13/32	39/64	13/16	1- 7/32	1-5/8	2- 1/32	2- 7/16	2-27/32	3-1/4	3-21/32	4- 1/16	4-7/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &
abcdefghijklmnopqrstuvwxyz

philadelphia enameling works. &

cast metal letters

The following styles are available in either Bronze or Aluminum material, and in several finishes. See Page 21 for colors and finishes.



univers 67

Size	1	1-1/2	2	3	4	6	8	10	12	14	16	18	20	24
Average width	45/64	1-1/16	1-13/32	2- 7/64	2-13/16	4-7/32	5-5/8	7-1/32	8-7/16	9-27/32	11-1/4	12-21/32	14-1/16	16-7/8
Width of stroke, caps	13/64	5/16	13/32	39/64	13/16	1-7/32	1-5/8	2-1/32	2-7/16	2-27/32	3-1/4	3-21/32	4-1/16	4-7/8
Depth	3/16	3/16	3/16	1/4	1/4	3/8	3/8	3/8	1/2	1/2	1/2	3/4	3/4	1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 &

philadelphia enameling works. inc.

cast metal letters

MOUNTING DETAILS



Mounts

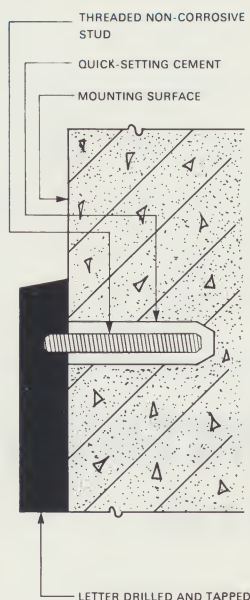
Scale:

4 inches = 1 foot

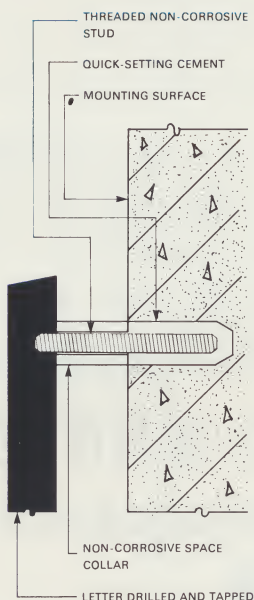
Dimensions
drawn are
typical.

**CAST
BRONZE
AND
ALUMINUM
LETTERS**

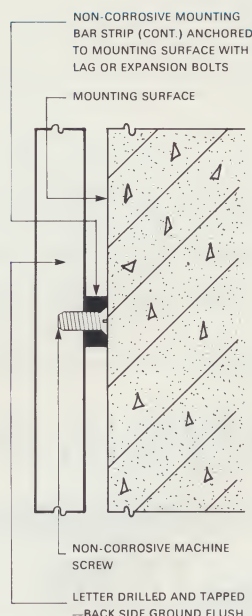
**Flush mount
FM-1**



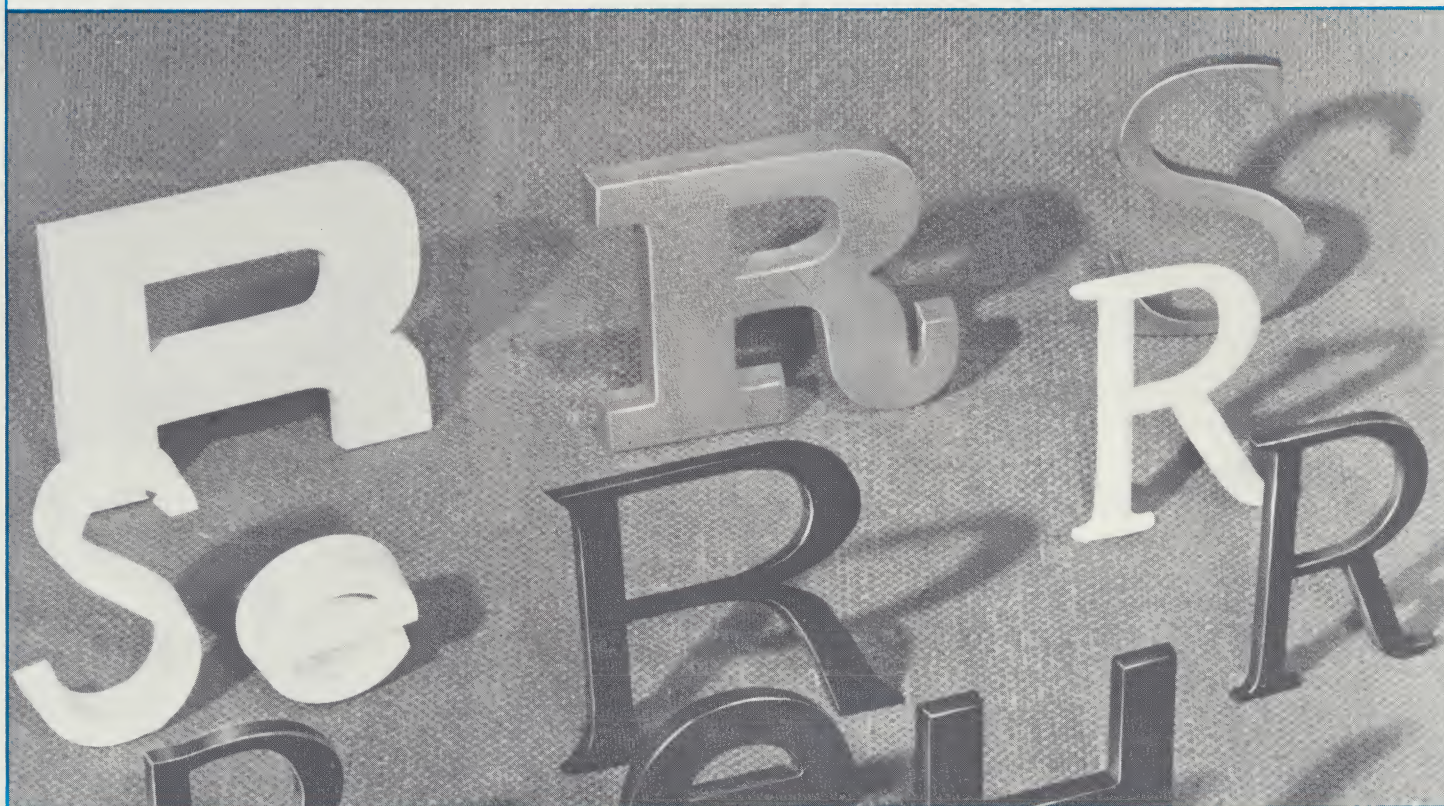
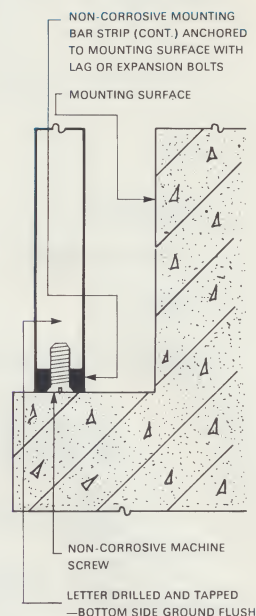
**Projected mount
PM-2**



**Back bar mount
BB-3**



**Free-standing mount
FS-4**



philadelphia enameling works, inc.

Mr 81

transferite®

DIE CUT VINYL LETTERS

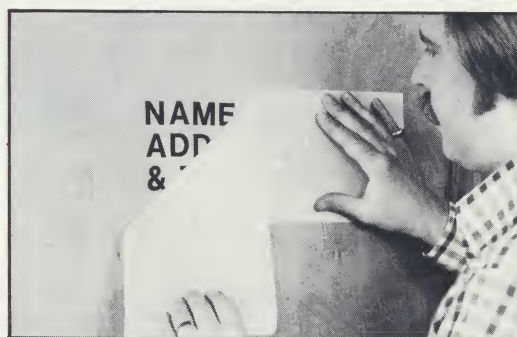
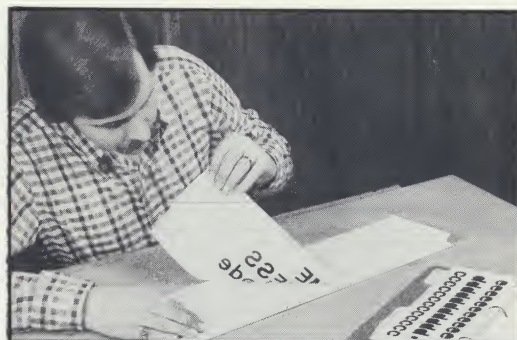
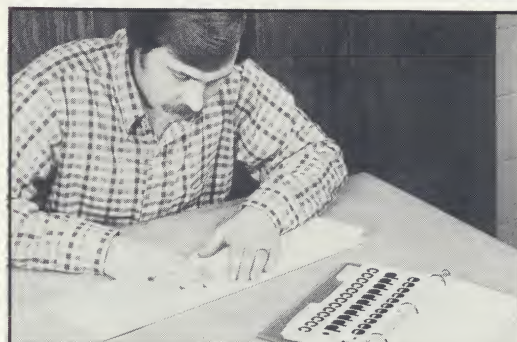


Simple! Easy to use! The **TRANSFERITE® FONT SYSTEM** makes professional lettering as easy as A-B-C for the inexperienced as well as the skilled. Pressure-sensitive letters can be applied directly to the surface or pre-spaced and transferred in minutes.

- A. Fluorescent grid board (supplied with the kit) assures perfect spacing & alignment while reducing eye strain.
- B. Pressure-sensitive letters are applied to special liner paper . . . then covered with adhesive application tape.
- C. Lift the application tape and the message is ready for final application.
- D. Professional lettering the first time . . . EVERYTIME!



The **TRANSFERITE® FONT SYSTEM** is ideally suited to the application of the designer, graphic artist, architect, and professional sign writer. The easy-to-use, pressure-sensitive letters can be quickly applied and removed, permitting experimental layouts to be changed, rearranged, and shifted until final design is selected. The sharp, precision die-cut edges and solid opacity of **TRANSFERITE®** characters are perfect for use in photography . . . and once photographed, can be returned to the storage album ready for reuse. **TRANSFERITE® MEANS VERSATILITY!!**



philadelphia enameling works, inc.

die cut vinyl legends

All sizes indicated in orange are
custom made. Refer to Special Price List.



stymie medium

Sizes (Inches): $\frac{3}{8}$ $\frac{1}{2}$ $\frac{3}{4}$ 1 1 $\frac{1}{2}$
2 3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ

abcdefghijklmnopqrstuvwxyz
1234567890 &

univers 55

Sizes (Inches): $\frac{3}{8}$ $\frac{1}{2}$ $\frac{3}{4}$ 1 1 $\frac{1}{2}$
2 3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz
1234567890 &

univers 65

Sizes (Inches): $\frac{1}{4}$ $\frac{3}{8}$ $\frac{1}{2}$ $\frac{3}{4}$ 1 1 $\frac{1}{2}$
2 3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890 &

univers 67

Sizes (Inches): $\frac{1}{4}$ $\frac{3}{8}$ $\frac{1}{2}$ $\frac{3}{4}$ 1 1 $\frac{1}{2}$
2 3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

philadelphia enameling works. 5

die cut vinyl legends

COLOR SPECIFICATIONS



Give your signage systems increased emphasis with color. Color helps you distinguish one category of information from another and distinguish one area from another. At Philadelphia Enameling Works, we offer a selection of colors at standard prices.

3M standard Scotch Cal®

special colors

White 3650	
Black 3655	
Orange 3623	
Tomato Red 3621	
Vivid Blue 3626	
Yellow 3652	
Green 3627	
Matte White 3650-M	
Matte Black 3655-M	

IMPORTANT: The colors printed in this section are reasonable representations reproduced as accurately as possible within the limitations of color lithography.

Scotchlite® colors

3270 Silver White	3277 Green
3271 Yellow	3280 Imperial White
3272 Red	3284 Orange
3273 Gold Color	3285 Black
3275 Blue	(reflects silver)

special Scotchlite® colors

3276 Grey Blue	3281 Lemon Yellow
	3282 Ruby Red

	Light Brown 35X55
	Dark Brown 2418-P
	Gold Vinyl 3654
	Silver Vinyl 3658
	Gray 36X3
	Bronze Copper 5404
	Chrome Colored 5400
	Brushed Aluminum 5430

Our custom service includes color matching, ensuring harmony with existing color selections.

In addition to the colors shown and custom-matched colors, reflective Scotchlite materials are available in all standard colors.

In addition, by using a Pantone Matching System numerical designation or by submitting a color sample, any color can be custom matched.

The durability of our vinyl graphics depends in large measure on their environment. As a guide, you can expect that pressure-sensitive vinyl graphics will have a minimum life of five years when used out of doors. Indoors, with care, our vinyl graphics should last indefinitely.

philadelphia enameling works, inc.

die cut vinyl legends

All sizes indicated in orange are
custom made. Refer to Special Price List.



optima semi-bold

Sizes (Inches): $\frac{3}{8}$ $\frac{1}{2}$ $\frac{3}{4}$ 1 $1\frac{1}{2}$ 2
3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz
1234567890 &

palatino

Sizes (Inches): 1 $1\frac{1}{2}$ 2 3 4
5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890 &

palatino semi-bold

Sizes (Inches): $\frac{1}{2}$ $\frac{3}{4}$ 1 $1\frac{1}{2}$ 2
3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890 &

stymie light

Sizes (Inches): $\frac{3}{4}$ 1 $1\frac{1}{2}$ 2
3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ

abcdefghijklmnopqrstuvwxyz
1234567890 &

philadelphia enameling works. 

die cut vinyl legends

All sizes indicated in orange are
custom made. Refer to Special Price List.



blippo

Sizes (Inches): 1 1½ 2 3 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

craw clarendon

Sizes (Inches): ¾ 1½ ¾ 1 1½
2 3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnoprstuvw
yz 1234567890 &

craw clarendon book

Sizes (Inches): ½ ¾ 1 1½ 2
3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnoprstuvw
xyz 1234567890 &

craw clarendon condensed

Sizes (Inches): ¾ 1½ ¾ 1 1½ 2
3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

philadelphia enameling works. 5

die cut vinyl legends

All sizes indicated in orange are
custom made. Refer to Special Price List.



futura medium

Sizes (Inches): 1 1½ 2 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

garamond regular

Sizes (Inches): ½ ¾ 1 1½ 2
3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

garamond bold

Sizes (Inches): ½ ¾ 1 1½ 2
3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

helvetica regular

Sizes (Inches): ½ ¾ 1 1¼ 1½ 2
2½ 3 4 5 6 8 10 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

philadelphia enameling works. 5

die cut vinyl legends

SPECIFICATIONS



STANDARD OFFERINGS

This checklist is to be used for placing an order or requesting a quotation on Pressure-Sensitive Legends and Emblems which can be applied by purchaser to any smooth, nonporous substrate.

Specify material

Select "Scotchcal" Brand Film.

Or select "Scotchlite" Brand Reflective Sheeting.

Specify letterstyle

a. Select style from list shown, or submit camera-ready art work for emblem.

Or specify any letterstyle not listed as custom.

b. Indicate lettercase by using these abbreviations:

C ALL CAPITALS

lc all lower case

C/lc Both Capitals and Lower Case

c. Indicate lettersize by capital height.

Specify letterspacing

Or (specify with artwork)

Other (specify with artwork)

Normal. In dark colored messages displayed against light colored backgrounds, normal letterspacing maintains the highest legibility in each letterstyle.

Message

MESSAGE

Expanded. When light colored messages are displayed against dark colored backgrounds, a "halo effect" is produced. The letter forms seem to glow or to expand in size. Expanded letterspacing is therefore required to retain high legibility.

Message

MESSAGE

Tight. When letterforms of extraordinary size are used as a supergraphic design element and when legibility will not be compromised, tight letterspacing can create interesting visual tensions in sign messages.

Mes MES

Specify color

a. Select from list of colors; use both name and number of color See Page 8.

Or specify PMS number or submit color sample for custom color match.

b. Specify clear coat if required:

Specify "Scotchcal" Brand Gasoline Resistant Clear Coat 3980 if legend or emblem will be subject to contact with gasoline due to spillage or cleaning.

Specify "Scotchcal" Brand Clear Coat 3920 if 3650 White in exterior applications will not be cleaned.

Specify substrate

In order to determine proper adhesive, specify the surface to which legend or emblem will be applied. Indicate if application will be to opposite side of transparent, uncolored glass.

Specify copy and quantity of each message

Spell out each message word for word and line for line as it is to appear.

If lettercase is C/lc, underline each capital letter.

Example 1

Please enter the following order (or give quotation) for Pressure-Sensitive Legends.

Material: "Scotchcal" Brand Film.

Letterstyle: Palatino, C/lc, 1" capital height.

Letterspacing: Expanded.

Letter color: 3650 White.

Substrates: Messages will be applied to substrates indicated below.

Copy	Quantity	Substrates
<u>M</u> en	5	applied to metal doors
<u>W</u> omen	5	applied to metal doors
<u>E</u> nter	4	adhesive face applied to opposite side of transparent, uncolored glass.
<u>E</u> xit	4	adhesive face applied to opposite side of transparent uncolored glass.

Example 2

Please enter the following order (or give quotation) for Pressure-Sensitive Legends.

Material: "Scotchlite" Brand Reflective Sheeting.

Same-size camera-ready art work is attached.

Emblem color to match PMS 265.

Provide "Scotchcal" Brand Gasoline Resistant Clear Coat 3980.

Emblems will be applied to aluminum.

Quantity: 2500.

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die cut vinyl legends

PRE-SPACED AND PRE-MASKED



application of vinyl graphics

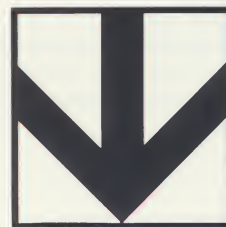
Every order is packed with full, illustrated instructions on applying vinyl graphics.



BACK BAR MOUNTING

1. Clean sign surface with Xylol or similar solvent. Follow with water rinse and dry thoroughly. The temperature of the surface should be a minimum of 60°F. for Scotchcal and 50°F. for Scotchlite.
2. Position legend or emblem unit on sign surface and hinge at top with masking tape.
3. Lift unit, remove carrier backing, press unit to sign surface, and burnish firmly.
4. Remove masking tape hinge. Remove application tape by pulling it back at 180° angle. Burnish legend once again. Apply clear coat if required.

symbols



In stock is the standard Helvetica arrow (shown in three available variations). Other directional symbols can be produced to your specifications.

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